

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-16 (Cancelled).

17. (new) A paper coating formulation useful for rotogravure printing processes comprising:

- a. 100 parts by weight of finely divided pigments;
- b. from 0.001 to 5 parts by weight of a substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and propoxylated fatty alcohols; and mixtures thereof;
- c. from 3 to 15 parts by weight of a polymeric acrylic binder; and
- d. from 0.005 to 0.4 parts by weight of a dispersant.

18. (new) The paper coating formulation according to claim 17 additionally comprising from 0.3 to 2 parts by weight of calcium stearate.

19. (new) The paper coating formulation according to claim 17 wherein the sulfosuccinic acid mono- and di-esters of ethoxylated and/or propoxylated fatty alcohols are ethoxylated and/or propoxylated with from 1 to 50 moles of oxide.

20. (new) The paper coating formulation according to claim 19 wherein the sulfosuccinic acid mono- and di-esters of ethoxylated and/or propoxylated fatty alcohols are ethoxylated and/or propoxylated with from 20 to 40 moles of oxide.

21. (new) The paper coating formulation according to claim 17 wherein the mono-alkylsulfosuccinate and di-alkylsulfosuccinate are mono- or di- C<sub>2</sub>-C<sub>16</sub> linear or branched alkylsulfosuccinates.
22. (new) The paper coating formulation according to claim 17 wherein the di-alkylsulfosuccinate is dioctylsulfosuccinate.
23. (new) The paper coating formulation according to claim 17 wherein the substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols; and mixtures thereof; is present at from 0.01 to 1 parts by weight.
24. (new) The paper coating formulation according to claim 17 wherein the substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols; and mixtures thereof; is present at from 0.02 to 0.8 parts by weight.
25. (new) The paper coating formulations according to claim 17 wherein the finely divided pigments have from 40 to 90% of the particles finer than 2 $\mu$ m.
26. (new) The paper coating formulation according to claim 25 wherein the mixture of finely divided pigments contains at least 30% by weight of kaolin for rotogravure printing having from 40 to 70% of the particles finer than 2 $\mu$ m.
27. (new) An aqueous dispersion useful for the coating of rotogravure printing paper comprising from 40 to 70% by weight of the paper coating formulation according to claim 1 and from 30 to 60% by weight of water.

28. (new) The aqueous dispersion of claim 27 additionally comprising from 0.3 to 2 parts by weight of calcium stearate based upon the weight of the paper coating formulation according to claim 17.

29. (new) A paper useful for rotogravure printing processes characterized by the fact that it is coated with from 4 to 15 g/m<sup>2</sup> of a thin layer of the paper coating formulation of claim 17.

30. (new) The paper according to claim 29, characterized by the fact that it is coated with from 6 to 10 g/m<sup>2</sup> of a thin layer of the paper coating formulation of claim 17.

31. (new) A method to improve the printability of rotogravure paper comprising the step of treating the paper with a paper coating formulations containing:

- a. 100 parts by weight of finely divided pigments;
- b. from 0.001 to 5 parts by weight of a substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and propoxylated fatty alcohols; and mixtures thereof;
- c. from 3 to 15 parts by weight of a polymeric acrylic binder; and
- d. from 0.005 to 0.4 parts by weight of a dispersant.

32. (new) The method to according to claim 31, wherein the paper is coated with from 4 to 15 g/m<sup>2</sup> of the paper coating formulation.

33. (new) The method according to claim 31, the paper coating formulation additionally comprising from 0.3 to 2 parts by weight of calcium stearate.

34. (new) A method to improve the printability of rotogravure paper comprising the step of treating the paper with an aqueous dispersion consisting of from 30 to 60% by weight of water and from 40 to 70% by weight of a paper coating formulation containing:

- a. 100 parts by weight of finely divided pigments;
- b. from 0.001 to 5 parts by weight of a substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and propoxylated fatty alcohols; and mixtures thereof;
- c. from 3 to 15 parts by weight of a polymeric acrylic binder; and
- d. from 0.005 to 0.4 parts by weight of a dispersant.

35. (new) The method according to claim 34, the paper coating formulation additionally comprising from 0.3 to 2 parts by weight of calcium stearate.

36. (new) A paper coating formulation useful for rotogravure printing processes comprising:

- a. 100 parts by weight of finely divided pigments;
- b. from 0.001 to 5 parts by weight of a substance selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and propoxylated fatty alcohols; and mixtures thereof;
- c. from 3 to 15 parts by weight of a polymeric acrylic binder;
- d. from 0.005 to 0.4 parts by weight of a dispersant; and
- e. from 0.3 to 2 parts by weight of calcium stearate.